

## Claims

1. A use of physiologically compatible salts of inorganic and/or organic acids for improving the absorption behavior of anionic, direct dyes on keratinic fibers.

2. The use of claim 1, wherein the salt is selected from chlorides, bromides, sulfates, lactates, tartrates, citrates, malates, glycolates, glycerophosphates, pantothenates, phosphinates, glutamates, gluconates, phosphates, formates, sorbates, aspartates, orotates, oxalates and acetates of sodium, potassium, magnesium, calcium, ammonium, aluminum or zinc.

3. The use of claims 2 or 3, wherein the salt is selected from sodium chloride, potassium chloride, magnesium chloride, calcium chloride and calcium pantothenate or their mixtures.

4. The use of one of the claims 1 to 3, wherein the salt is used in an aqueous preparation or in a dyeing agent in an amount of 0.01 to 10% by weight.

5. A method for dyeing keratinic fibers for which the fibers initially are pretreated with an aqueous preparation containing at least one physiologically compatible salt of an organic or inorganic acid and subsequently dyed with a dyeing agent containing at least one anionic, direct dye.

6. The method of claim 5, wherein the dyeing agent is allowed to act on the hair from 5 to 60 minutes at a temperature of 20 to 50°C, depending upon the color intensity desired, and the hair is then rinsed with water, optionally washed with a shampoo and dried.

7. A multi-component kit for dyeing keratinic fibers, wherein the kit contains a first component containing at least one physiologically compatible salt and a second component containing at least one anionic, direct dye.

8. The multi-component kits of claim 7, wherein the first component contains at least one chloride bromide, sulfate, lactate, tartrate, citrate, malate, glycolate, glycerophosphate, pantothenate, phosphinate, glutamate, gluconate, phosphates, formates, sorbates, aspartates, orotates, oxalate and acetate of sodium potassium, magnesium, calcium, ammonium, aluminum or zinc as well as, optionally, additives.

9. The multi-component kit of claim 7 or 8, wherein the second component contains at least one anionic direct dye.

10. The multi-component kit of claim 7 to 9, wherein the second component additionally contains at least one surface active compound from the group of anionic, amphoteric and nonionic wetting agents and surfactants.